

Accentuate the Positive Says Local Assemblyman

By CHARLES E. CHAPEL
 Assemblyman, 46th District
 I extend my heartfelt thanks to the thousands of people who voted for me and thereby nominated me as the Republican candidate for re-election to the assembly in November.
 I am very grateful to the hundreds of people who were precinct workers and those who addressed mail, stuffed envelopes, telephoned their neighbors, and took people to the polls on election day.
 In addition, I thank the people who mailed campaign contributions. Some of these were sent direct and others were sent through Grover C. Fayles, public accountant. I have sent a letter of thanks to each donor.

IF YOU SENT A campaign donation and did not receive a letter of thanks, please write to me at once, because I must file a complete list of donors in accordance with law. There is always the possibility that someone sent a donation which was lost in the mail. My mailing address is Post Office Box 327, Redondo Beach.

I am especially grateful to the daily and weekly newspapers which circulate in the 46th Assembly District for their endorsement, editorial support, and objective coverage of the news regarding me and all other candidates for public office.

Most experts in advertising and public relations emphasize the importance of the positive approach in presenting the merits of the individual, product, or program they want the people to accept. Even in political campaigns they urge the candidates to tell what they have done, their present activities, and their future program.

RESPONSIBLE candidates worthy of election can get more votes by confining their press releases, advertisements and mailings to a constructive presentation than they can by a last-minute "smear" campaign, usually sent out so close to the election that the person attacked does not have an opportunity to reply either through the newspapers or the mail.

The only excusable exception to the above policy of the positive approach is a statement of how one candidate differs from another on issues but these should be issues on

which the candidate can vote if elected.
 For example, a candidate for a state office should clearly reveal how he has voted or will vote on state issues and he can ask his opponent to state how he has voted (if he has held state office) on state issues, and how he will vote if elected.

EVEN THIS type of competitive campaigning should be presented to the voters far enough before the election for the opponent to reply through newspapers and mail. Always beware of the candidate who holds back his attack until it is too late for a reply.

One of the campaign tricks used in some California elections is to mail a circular, pamphlet or card marked "official" and implying that the person or persons listed have the official endorsement of a political party when such is not the case.

Usually, such false political "literature" does not carry the names and addresses of responsible officers of the political party which is supposedly endorsing and supporting the candidate or candidates on the mailing. This is a violation of the California Elections Code and constitutes a misdemeanor.

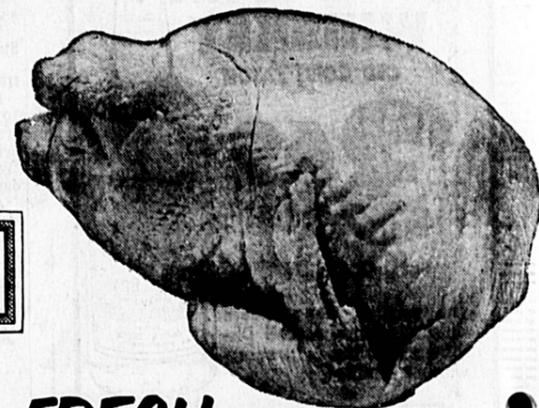
THE "LITERATURE" must carry the name and address of the chairman and secretary or the names and addresses of at least two officers of the political or other organization issuing it; or the name and residence address, with the street number, if any, of some voter of this state, who is responsible for it.

However, some people attempt to get around the law by supplying the names and addresses required by law but invent a fictitious name for their pseudo organization which includes the name, or part of the name, of a political party.

In some cases, this, too, is a misdemeanor, but the real damage is done by the circulation of the material too late for the object of the attack to reply. In conclusion, the safe attitude for all voters is to be suspicious of any last minute circulation of political material, especially if it reflects adversely on the personal character or political action of a candidate.

Lucky COMPARE! any day

7 Day "Week-end" Specials



BONDED
for flavor and tenderness

LUCKY BONDED FOR FINER FLAVOR AND TENDERNESS

FRESH NOT FROZEN

PORK LOIN ROAST
RIB END . . . 3 TO 4 LBS.

YOUNG TOM TURKEYS
WHOLE OR HALF . . . 16 TO 20 LBS.

LOIN END Pork Roast 3 to 4 lbs. . . . lb. 45c
 FULL RIB HALF Pork Roast . . . lb. 49c
 PRE-CARVED Pork Loin Roast 3 to 4 lbs. . . . lb. 49c
 CENTER CUT CHOPS Pork . . . lb. 79c

39¢
lb.

tender turkey quarters

DARK MEAT . . . lb. 39c
4 to 5 lbs.

WHITE MEAT . . . lb. 49c
4 to 5 lbs.

33¢
lb.

CHUCK ROAST Blade Cut . . . lb. 43c
Lucky Bonded or USDA Choice

CROSS RIB ROAST Boneless . . . lb. 79c
Lucky Bonded or USDA Choice

GROUND BEEF . . . lb. 43c

PURE PORK SAUSAGE Armour Star . . . 1-lb. Roll 39c

BONELESS STEWING BEEF . . . lb. 79c

SPARE RIBS Small Sizes . . . lb. 53c

CHUCK STEAK . . . lb. 49c

SLICED BACON Lucky . . . 1-lb. Pkg. 55c

Sight & Sound

By Ernest Kreiling

HOLLYWOOD — An average American home is exposed to about 500 television commercials a week, according to Television Magazine.

Fortunately for our sanity many of these announcements are entirely acceptable, if not even enjoyable. But there is a school of TV advertising which single-handedly is doing more to sustain the incessant criticism directed at television today than can be counteracted by all the fine programs and intelligent commercials combined.

Isn't that brass band marching through the tobacco field a thrilling and inspirational experience? And I find those 107 steel blades exciting, probably because I invariably visualize the genius who thought it up being methodically ground, grey flannel suit and all, like 43 coffee beans, and then being absorbed by the compound that can handle 47 times its own weight in excess stomach acid.

AND FOR THE beleaguered housewife there's always that four-minute break from her chores while she tries the cotton test for deodorant stickiness.

But, untinged by the critical experiment, she can rest assured that she will again achieve self-composure, tranquility, and coolness by using another deodorant, even if it doesn't pass the four-minute test. But what's a little glue when peace of mind is at stake?

Let's become over-anxious about the properties of our

favorite cigarette, we can find solace in the demeanor of the young man whose eyes penetrate us as he threatens. "Now, let's level with each other." His "scientific" explanation that the filter spins the smoke through is pure television magic.

Edgar Allen Poe undoubtedly inspired the 21-inch eye and throbbing heart beat that mesmerizes us into remembering that the product will cure something or other—probably blood-shot eyes.

PROTECTIVE stomach coatings, detergents that make for soft, tender hands, and morons as appliance repair men are all part of a school of TV advertising that insults the public's intelligence and taste. The tragedy is that these and other commercials of their ilk are not simply the work of well-intentioned but incompetent advertising men. They were intended to be that way.

Richly rewarded creative talents purposely construct these insane and malodorous messages in the rather certain knowledge that we will remember the product's name long after we recover from the insult to our taste and intelligence.

IT'S NOT THE TV networks and stations that create these deplorable sales pitches, but insofar as they allow them to be aired they must assume some of the responsibility.

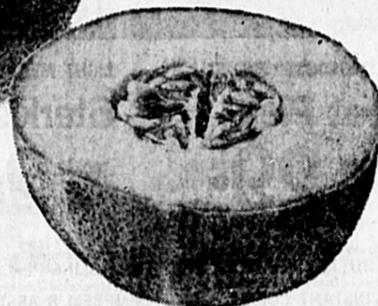
I would say to the gentlemen of the broadcasting industry, try to insist on the taste in (Continued on Page 49)



SUGARIPE PRUNES
Large Size . . . 12-oz. Pkg.
3 for \$1

Cantaloupes

JUMBO SIZE . . . full of juicy goodness and refreshing flavor . . . buy at this special low price.



8 FOR \$1

Sweet Corn Untrimmed . . . Doz. **39¢**
. . . Sweet and tender . . . well filled ears.

Avocados . . . 2 for **25¢**
Haas Variety . . . Large Size . . . Cream of the crop.

Carrots . . . 1 lb. Cello Bag 3 for **25¢**
Firm and fresh . . . crunchy good . . . in sanitary film bag.

ALL PRICES EFFECTIVE 7-DAYS! THURS. thru WED.

Lipton Tea Bags
48 Bags 69c

Lipton Instant Tea
3 oz. Jar 89c

Lipton Tea
1/4 lb. Pkg. 45c

News Detergent
Giant Box 45c

Sweetheart Bath Soap
4 Bar Pack 1c Sale 43c

Sweetheart Regular Bar
Pack 20

Delicatessen Specials!

SLICED LUNCHEON MEATS

Royal Brand . . . All Meat and All Beef Bologna, Salami, Pepper Loaf, Spiced. 29¢

FRESH LIVER SAUSAGE 39¢

LUCKY SLICED CHEESE 29¢

Manning's Bakery Treats

MAPLE NUT CHIFFON CAKE

Light, feathery texture, iced with maple and nuts. Reg. 79¢

CHOCOLATE and WHITE CUP CAKES Pkg. of 4

A delicious Butter Cake, Devilsfood and White . . .

ORANGE CRUNCH COFFEE CAKE Pkg. of 3

A rich coffee cake with a topping of orange coconut. Reg. 35¢ . . .

SHO CURL HAIR SPRAY

Full 14 oz. water soluble hair spray by Sho Curl. The West's No. 1 selling hair spray (Blue Chip Stamps, too!)

Reg. Retail 99c

. . . Special **66¢**

Lucky Beverage Buys!

NEHI BEVERAGE 14 for 10-oz. Canned

GOLDEN CROWN BEER \$4

Case of 24 12-oz. Cans

BETTIE THOMAS STUDIOS

A SCHOOL OF MUSIC AND DANCE

Serving the South Bay for Over Twenty-five Years

SPECIAL

12 LESSON COURSE — \$20.00

Organ - Piano - Accordion

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